

**HOUSTON FIRST CORPORATION | GREATER HOUSTON CONVENTION  
AND VISITORS BUREAU  
MINUTES OF THE JOINT MARKETING COMMITTEE**

**OCTOBER 8, 2015**

The Joint Marketing Committee of the Greater Houston Convention and Visitors Bureau, a Texas non-profit corporation, and Houston First Corporation (the "Corporation"), a Texas non-profit corporation created and organized by the City of Houston as a local government corporation pursuant to TEX. TRANSP. CODE ANN. §431.101 et seq. and TEX. LOC. GOV'T. CODE ANN. §394.001 et seq., held a meeting at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, Harris County, Texas 77002, on Thursday, October 8, 2015, commencing at 2:30 P.M. Written notice of the meeting including the date, hour, place and agenda for the meeting, was posted in accordance with the Texas Open Meetings Act. The following members participated in the meeting: C. C. Conner, Jr., Phyllis Bailey, Janis Burke, and Stephanie Summerall. Cari Broderson, Irma Diaz-Gonzalez, Council Member Dave Martin, Reginald Martin and Gerald Womack were absent.

Chairperson Conner called the meeting to order at approximately 2:30 P.M. without a quorum. In addition, he publicly thanked Laurette Canazares for her time and service as co-chair of the Joint Marketing Committee.

1. Public Comments. None.
2. May 1, 2015 Minutes. This item could not be considered without a quorum present.
3. Film Update. Rick Ferguson provided an update on recent commercials, ReelScout, and recent movies.
4. Consideration and recommendation of the Film 2016 Business Plan and Budget. Rick Ferguson covered items that are in his proposed 2016 business plan, such as functionality of the Houston Film Commission website, providing services and support for select film projects, continuation of community outreach programs, enhanced partnership with the Public Affairs staff to elevate cooperation from all levels of government as well as enhancement of the Houston Cinema Arts Festival. Following Mr. Ferguson's presentation, Brenda Bazan reviewed, in detail, the proposed 2016 budget, including operating and non-operating expenses and providing ample time for questions and discussion. A quorum was not present so no action was taken on this item; however, each Committee member stated that they would individually support this item.
5. Marketing and Communications Update. Holly Clapham provided brief updates on current operations and initiatives within the Marketing and Communication Department.
6. Consideration and recommendation of the Marketing and Communications 2016 Business Plan and Budget. Ms. Clapham continued with a detailed description of various items incorporated into her proposed 2016 business plan, which include an increase in image and branding efforts, the development of a strategic plan to communicate the convention district brand name, elevation of the overall appeal of Houston as a leisure destination, marketing support for ComicPalooza 2016, and new branding standards for Houston First and Visit Houston. Following Ms. Clapham's presentation and some discussion, Brenda Bazan covered the details of the

proposed 2016 budget, including variance explanations for certain operating and non-operating expenses and assumptions as well as an advertising drill-down of certain advertising expenses. A quorum was not present so no action was taken on this item; however, each Committee member stated that they would individually support this item.

7. Announcements.

- A. GHCVB Executive Committee Budget Briefing – November 6, 2015
- B. HFC Budget Workshop – November 9, 2015
- C. GHCVB Board Budget Briefing – November 13, 2015
- D. HFC Board Meeting – November 20, 2015

The meeting adjourned at approximately 3:47 P.M.

  
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Pamela Walko, Secretary